



The Silver Word

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***NYC General Store and Y.E. S. Present an Evening of Shoes & Champagne***

NEW YORK, November 20, 2005 - NYC General Store and Young Executives for Success (Y.E.S.) will host "Shoes & Champagne" on May 17<sup>th</sup>, 2006 for an evening of shoe shopping, champagne and networking, all while supporting a worthy charity, Dress for Success. NYC General Store founder, Dana Michel, has collaborated with Y.E.S. to produce this private shoe sale.

Social activist retailer, Kenneth Cole has agreed to will host the event which will cater to an eclectic mix of fashion and beauty executives and fashion savvy professional New York City women. Each attendee will be given "VIP" preferential treatment that includes a goodie bag worth over \$300. For every two pairs of shoes purchased, one pair will be donated to Dress for Success. To motivate purchases, a 15% discount is granted and there is no entry fee. Apparel can be purchased at regular prices and shoe donations will also be accepted from attendees. Sponsors include Women & Company, W Hotels, Crest Proctor & Gamble and Apple Computer.

"It's really important to have a purpose for an event after work," Michel states. "This is an opportunity to be among your peers, socialize and have fun and it is all for a good case."

***Think Shoe Shopping Meets Networking Meets Philanthropy***

The benefits are diverse and enormous. "First and foremost, we are creating awareness for Dress for Success as well as receiving badly needed shoes for the women. Retailers benefit by the traffic of new customers and NYC General Store benefits by generating sponsorship money, community and goodwill," explains Michel.

For two years, NYC General Store has been providing personal services to New York's busiest professionals with services ranging from fashion styling, event and party planning, running personal errands and vintage shopping. With her marketing expertise honed from years at renowned ad agencies Ogilvy, Grey and DDB and clients Pepsi, Cover Girl and MTV, Michel understands the

importance of creating innovative ways to grow a business. And if she can promote a worthy cause all while doing it, so much the better. Michel plans to launch similar events in the fall of next year in Los Angeles, Chicago, Miami and Dallas.

Shoes & Champagne is scheduled for Wednesday, May 17, 2006 from 6 PM to 10 PM at Kenneth Cole, location TBD. For further information, please contact Dan Michel at (917) 885-3715 or [dana@nycgeneralstore.com](mailto:dana@nycgeneralstore.com).

***About NYC General Store***

For two years, NYC General Store has been providing personal services to New York City's busiest upscale professional with high expectations and limited time. The company's 20,000 subscriber base is comprised of professional women, age 25-44, with a median disposable income of \$140,000. Services include personal consultations with fashion stylists, party planning, personal assistants who wait for deliveries, watch over cable installations or house repairs, shop for groceries or special gifts, house sit or perform administrative duties. Vintage Shopping services are also offered.

[www.nycgeneralstore.com](http://www.nycgeneralstore.com)

***About Y.E.S. and Dress for Success***

Young Executives for Success (Y.E.S.) is comprised of professional women in the fashion and beauty industries in New York City. The goal of Y.E.S. is to raise funds and increase awareness of Dress for Success. Dress for Success is an international not-for-profit organization that assists economically challenged women transitioning from unemployment to self-sufficiency, starting with the donation of one suit and continuing with ongoing support and career development. Since founded in 1996, Dress for Success has expanded to 73 affiliates throughout the U.S., Canada, Great Britain and New Zealand.

[www.dressforsuccess.org](http://www.dressforsuccess.org)

***About Kenneth Cole***

Kenneth Cole Productions designs and markets a broad range of fashion footwear and handbags and, through license agreements, designs and markets apparel and accessories. The Company's products are targeted to appeal to fashion conscious consumers, reflecting a casual urban perspective and a lifestyle uniquely associated with Kenneth Cole. These products include core basics that generally remain in demand each season and fashion products that are designed to establish or capitalize on market trends. Kenneth Cole is known for his witty and controversial marketing campaigns. His advertising is often used to promote awareness of AIDS, homelessness and other pressing issues.

[www.kennethcole.com](http://www.kennethcole.com)